



Montana Community Revitalization Project: Heritage Planning for the New Decade

Montana State Historic Preservation Office
2010

REQUEST FOR PROPOSALS: GUIDELINES AND APPLICATION INSTRUCTIONS

OVERVIEW

The Montana Historical Society State Historic Preservation Office (SHPO) has received a fourth federal *Preserve America* grant to provide funding for the Montana Community Revitalization Project: Heritage Planning for the New Decade (Montana Community Revitalization Project). In addition to partnerships with the Montana Department of Commerce's Main Street Program, and the Museums Association of Montana, this grant will set aside \$97,000 for subgrants to Montana *Preserve America* Communities, communities applying for *Preserve America* designation, and/or Tribal Historic Preservation Offices. These Guidelines and Application Instructions will explain the process for securing a subgrant.

Montana Community Revitalization Project *Preserve America* subgrants will provide funding to support communities that have demonstrated a commitment to recognizing, designating, and protecting local cultural resources. Subgrants are available to assist local economies find self-sustaining ways to advance economic development through heritage tourism and historic preservation.

The primary objectives of this planning project are:

- 1) Public investment in community revitalization;
- 2) Embracing the uniqueness of each community in the planning process; and
- 3) Developing a practical plan for the present with future applicability.

A key component of the Montana Community Revitalization project is the use of project facilitator that will meet with all successful subgrantees to initiate the planning process and to work with each community as they develop their individual ideas to promote economic development through heritage tourism.

Preserve America is a White House initiative developed in cooperation with the Advisory Council on Historic Preservation, the Department of the Interior, and other Federal agencies. Michelle Obama, First Lady of the United States, serves as the Honorary Chair of this initiative. **For information on how to be designated as a Preserve America community, go to www.preserveamerica.gov**

Montana Community Revitalization Project *Preserve America* subgrants will be awarded through a competitive application process. Each subgrant will require a dollar-for-dollar non-federal match that can be in the form of cash or in-kind donated services for subgrant-assisted work. The subgrant and the non-federal match must be expended during the subgrant period (February 1, 2011 through May 31, 2012). Funds will be reimbursed on a quarterly basis, and all projects may be completed, evaluated, and reimbursed before the subgrant deadline.

The minimum subgrant request is \$5,000 federal share (resulting in a total project cost of \$10,000). The maximum subgrant request for any project is \$25,000 (resulting in a total project cost of \$50,000). SHPO reserves the right to award less than the requested amount if reduced award is accepted by subgrantee.

Eligible activities, selection criteria, administrative, funding requirements, and application submission instructions follow. Applicants should review the selection criteria and evaluation criteria carefully, along with

the guidelines and application instructions in detail, before completing the application. Examples of eligible subgrant projects can be found at the end of these guidelines.

WHO MAY APPLY

- Designated *Preserve America* communities in Montana.
- Montana communities showing proof of application for *Preserve America* Community designation.
- Tribal Historic Preservation Offices in Montana.
- Note: All applications must be signed by authorizing official.

WHAT IS FUNDED

Montana Community Revitalization Project *Preserve America* subgrants will support feasibility studies, business plans, tourism plans, market research studies, and other heritage planning to promote tourism and generate revenues that can be used to maintain, restore, and operate historic districts and individually listed properties. Successful applicants will emphasize creative projects that will promote and preserve the community's unique cultural resources. Successful projects will involve public-private partnerships and serve as models to communities nationwide for heritage tourism, education, and economic development. The project must fit the Planning category requirements listed below.

PLANNING

Planning projects must advance economic development using heritage tourism and historic preservation. These projects must produce a step-by-step methodology for the community to follow to advance their tourism/preservation goal. Planning projects can involve preservation plans, tourism plans, business plans, market research studies, planning for new small businesses, and development of ordinances to protect historic resources. Projects can also involve planning to conserve, rehabilitate, or reuse existing historic resources with condition assessments, adaptive use plans, and feasibility studies so that the resources are utilized to benefit the community.

EXAMPLES OF POSSIBLE PLANNING PROJECTS

- A feasibility and adaptive use plan to use a historic structure as a tourist information center for the community as well as for nearby National Parks or Forests, Federal and State-owned historic properties, and public lands.
- A business plan and operations strategy for a leasing and rental program featuring historic recreation and other structures in a National Park, done in partnership with the State and local gateway communities.
- A tourism development plan prepared in partnership with State and Federal entities, for a portion of a State-owned site that effectively integrates its tourism potential with locally owned businesses and attractions.
- A preservation plan for a *Preserve America* community that identifies its significant resources and provides a phased plan for their future preservation and tourism promotion.
- Development of an historic structures report for a historic site that addresses accessibility issues, health and safety codes, lighting and electrical needs, to make the tourism destination accessible and safe for visiting tourists.
- Plan and develop a preservation zoning ordinance, including design guidelines.
- The State Historic Preservation Office is available to discuss additional planning ideas for your community.

WHAT IS NOT FUNDED

The *Preserve America* subgrant program does not fund:

- Repair, rehabilitation, and acquisitions of historic properties, sites, or collections.
- Conservation of collections.
- Long-term maintenance or curatorial work.
- Reconstructing former historic properties.

- Moving historic properties.
- Construction of new buildings.
- Cash reserves, endowments, or revolving funds.
- Fund-raising costs.
- Work performed prior to announcement of award.
- Miscellaneous costs such as contingencies, reserves, food, and overhead.

ADMINISTRATIVE AND FUNDING REQUIREMENTS

A dollar-for-dollar non-federal match is required for all projects. Federal funds, except Community Development Block Grants (CDBG) grants, may not be used for match, although informal partnerships with federally funded programs are encouraged. The non-federal match can be cash, donated services, or use of equipment. Matching share does not have to be “in the bank” but include your plan to raise or provide the match. If rural communities find it difficult to obtain a full 50/50 match, please call the State Historic Preservation Office for advice.

- The subgrant period is February 1, 2011 through May 31, 2012.
- Subgrantees may not seek reimbursement for time and/or materials not directly related to performing project work.
- Competitive selection of all consultants and contracting is required.
- Applications must be signed by authorized governmental official.
- A key component of the **Montana Community Revitalization Project** is the use of a project facilitator that will meet with all successful subgrantees to initiate the planning process and to work with each community as they develop their individual ideas to promote economic development through heritage tourism.

SUBGRANT TIMELINES

November 10 to December 17, 2010	SHPO announces availability of funds and solicits subgrant applications. Bids requested for planning facilitator.
December 17, 2010	Subgrant Applications/Planning Facilitator Bids Due
December 18, 2010 to January 14, 2011	SHPO reviews subgrant and planning facilitator proposals.
January 15, 2011	SHPO announces subgrant awards and selects planning facilitator.
January 16 to January 31, 2011	SHPO contracts with subgrantees.
February 1 to April 30, 2011	Community facilitation meetings scheduled by SHPO for February, March, and April 2011. Subgrantees begin planning projects, incorporating public comment from earlier meetings. Subgrantees submit 1 st progress report and request for reimbursement.
May 1 to October 31, 2011	Subgrantees develop draft planning studies and submit to SHPO for feedback. Subgrantees submit 2 nd and 3 rd progress reports and requests for reimbursement.
November 1, 2011 to January 31, 2012	Community feedback solicited on draft planning project and comments incorporated into final planning document. Subgrantees submit 4 th progress report and request for reimbursement.
February 1 to May 31, 2012	Subgrantees completed project and submit final progress report and request for reimbursement on or before May 31, 2012.

SUBGRANT AMOUNTS

Project applicants may not request less than \$5,000 or more than \$25,000 federal share. There is a 50/50 in-kind or cash match. Please note that the subgrant reviewers and/or the State Historic Preservation Office may, at their discretion, award more or less than the funding request.

PLANNING PROJECT EVALUATION AND SELECTION CRITERIA

The planning project applications will be evaluated using the following criteria:

1. **How well the proposed project utilizes the community’s unique historic resources in promoting economic development through heritage tourism.** (25 points)

2. **How well the project meets the goals of the local preservation plan, heritage tourism plan, or other plans that address heritage tourism, cultural resources, and preservation** (10 points)
3. **Whether the proposed project involves public-private partnerships that will continue to support the resource(s) after the grant project is complete.** (20 points)
4. **How well the project engages public involvement, to include preliminary discussions and feedback for final decisions.** (15 points)
5. **Project feasibility, including time to complete project, personnel available to assist in oversight, eligibility of proposed costs, and source of the required non-federal match.** (20 points)
6. **Success of other historic preservation projects within the community.** (10 points)

SUPPLEMENTAL INFORMATION

Reviewers' evaluations are based on the material provided in the application. Supplemental information can be included but will not take the place of a concise and well-written application. Supplemental information might include items such as:

- A portion of a community's historic preservation or community development plan that identifies the need for this grant project.
- Market study that identifies the next step for heritage tourism enhancement in the community.
- Evidence of project involvement that demonstrates a commitment of resources to the project, either through cash funding, in-kind support, or continued involvement after the project is complete.
- Photographs of the historic site, museum property, downtown, or significant resource involved in the project.
- Public-private partnership agreement to promote heritage tourism.

APPLICATION INFORMATION – SEE 2010 APPLICATION FORM

Application shall not exceed 10 pages total and should use 10 point or larger font.

APPLICATION SUBMISSION

Applications must be submitted in hard copy format. Applications not postmarked by the deadline, or incomplete applications, will not be considered. Additional materials sent separately from the application must be postmarked by the deadline as well to be included in the application evaluation. The State Historic Preservation Office will contact you to confirm your application has arrived.

Application materials will not be returned. All application materials, including photographs, become the property of Montana Historical Society and may be reproduced by the Montana Historical Society, or its partner organizations, without permission. Appropriate credit will be given for such use if documented in the application.

YOU MUST SUBMIT

- (1) Original and four (4) copies – a total of 5 – complete application packages.
- Page one of the application must be the first page in the original and the copies. Do not use other cover pages.
- Each copy must be securely assembled so as not to lose photographs, maps, brochures, or other supplemental materials.

A complete application package includes:

- 2010 Application Form, signed by Authorizing Official. (Application Section 1)
- If not formally designated, proof of Preserve America Community application submission to Advisory Council on Historic Preservation.
- Timeline for project completion. (Application Section 5)
- Detailed budget and match. (Application Sections 8 and 9)

Applications must be postmarked by December 17, 2010.

SEND APPLICATIONS TO:

Preserve America Grants
Montana SHPO
PO Box 201202
1410 8th Avenue
Helena, MT 59620-1202

APPLICATION QUESTIONS: Contact Sonia Powell, Preservation Grants Administrator, 406-444-7768,
spowell2@mt.gov.